

Oxford Economics Analysis:

2019 Airbnb Guest Community Supported 300,000 Jobs in 30 Communities



Airbnb is committed to helping quickly restore tourism around the world as cities look to rebound from the effects of the COVID-19 pandemic.

Cities are facing drastically reduced tax revenue, devastated tourism economies, and high unemployment among industries reliant on tourism. The World Tourism & Travel Council (WTTC) estimates that nearly \$4.5 trillion in travel and tourism-related gross domestic product (GDP) was lost last year due to the pandemic, affecting more than 61 million jobs¹.

Airbnb can help. Travel is coming back, Airbnb's 4 million Hosts are welcoming guests in cities across the world, and Airbnb promotes the kind of travel, and tourism that is good for Hosts, guests, and local communities:

- Airbnb Hosts keep up to 97 percent of what they charge for their listing, and unlike many big hotels, Hosts keep the money they earn in the community.
- Airbnb listings are located in a wide range of neighborhoods, including neighborhoods that do not typically benefit from tourism.

- When guests arrive at their listing, they often receive recommendations from their Host for local businesses to visit, many of which are in the neighborhood where they stay. This type of hosted travel helps guests live like locals and has significant positive economic impacts as guests spend time and money in local restaurants and businesses.

To better understand how Airbnb can help support local economies and cities as they plan for their post-pandemic recovery, Oxford Economics recently analyzed the economic impact of the Airbnb community in select destinations around the world based on Airbnb guest spending in 2019, a year where a global pandemic did not disrupt travel.

The analysis found that in 2019, in the 30 destinations studied, Airbnb supported over 300,000 jobs, including tens of thousands of jobs in industries like restaurants and retail that have been hit hard by the pandemic. Airbnb guests supported more than 100,000 restaurant industry jobs, nearly 95,000 retail jobs, nearly 50,000 transportation jobs, and more than 40,000 entertainment jobs.

1 [World Travel & Tourism Council Travel & Tourism Economic Impact 2021](#)



The Oxford Economic analysis also found that as cities reopen and welcome back Airbnb guests, the amount of Airbnb activity is directly proportional to job support. Based on the communities studied across the world, on average, for every 1,000 Airbnb guests who visit, nine jobs are supported.

“In our review of Airbnb’s guest spending data, it’s clear the tourism activity that Airbnb drives in these locations benefits cities, states and countries immensely by supporting a significant amount of jobs,” said David Goodger, Oxford Economics’ Director of Tourism Economics in

Europe. “This type of economic impact has become even more important as cities look to recover from the COVID-19 pandemic. New spending by Airbnb guests will support jobs and generate new employment to aid the recovery for the tourism sector which has been hit hardest by the pandemic.”

As cities, states and countries plan for the months and years ahead, this data shows that Airbnb can be an important part of their economic revitalization, and we stand ready to work with them to make that a reality.

Study Overview

Oxford Economics examined the direct impact of daytime spending² by Airbnb guests in 2019 across 30 destinations around the world, to study how the Airbnb community contributes to the economy and helps support jobs in a number of different industries. Specifically, the analysis examined the overall direct impact on employment and researched the direct impact on employment across the restaurant, retail, transportation and entertainment sectors.

The analysis is based on two key components: estimated daytime spending by Airbnb guests and local relationships between tourism and economic activity. Total estimated daytime spending by Airbnb guests is calculated using average daily spending by Airbnb guests based on surveys of guests on their spending habits and cross-checked against typical spend by destination, the average length of stay of Airbnb guests, and the total number of Airbnb guests. Total spending by Airbnb guests is estimated across various categories (food & beverage, local transport, retail, recreation and other).

² Daytime spending includes all spending by visitors within the destination excluding accommodation spending.





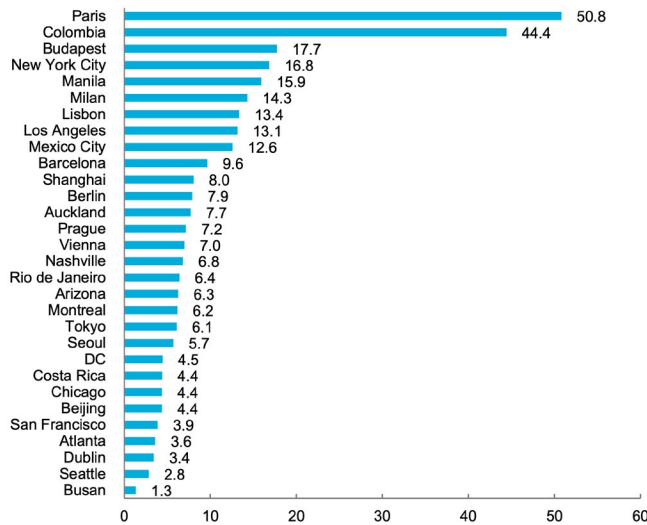
300,000 Jobs Supported in 2019, Airbnb Activity Determines Job Support

Across the 30 destinations studied, Airbnb guest spending directly supported more than 300,000 jobs in 2019, with the largest job support in:

- Paris: 51,000 jobs
- Budapest: 18,000 jobs
- New York City: 17,000 jobs
- Manila: 16,000 jobs
- Milan: 14,000 jobs
- Lisbon: 13,500 jobs
- Los Angeles: 13,000 jobs

Direct Impact on Employment supported by Airbnb guest spending – 2019*

Thousands of jobs

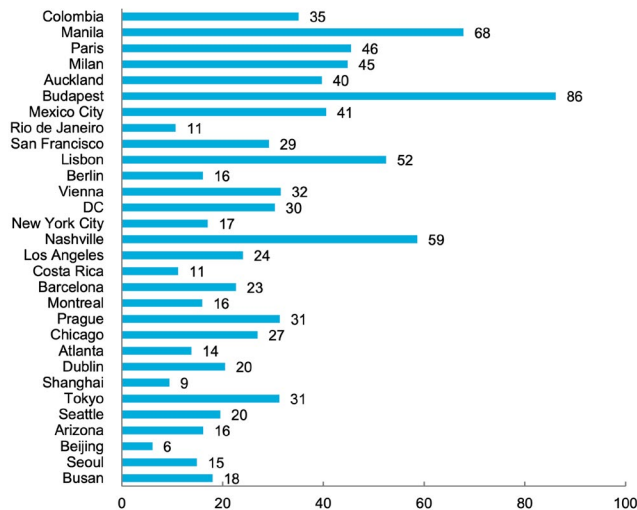


*Excludes impacts from host earnings

Source: Tourism Economics; WTTC; Airbnb

Marginal Direct Impact supported by Airbnb Listings in 2019 – Employment*

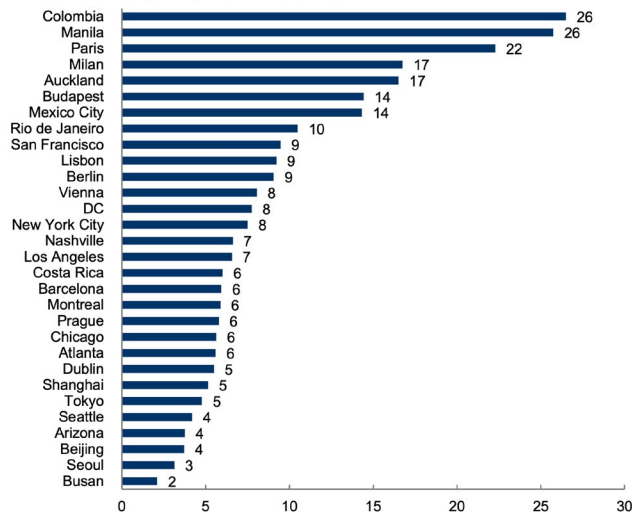
Direct impact on employment (jobs) for every 100 listings



*Excludes impacts from host earnings. Reflective of the average listing occupancy for all listings that had bookings in 2019. Source: Tourism Economics; WTTC; Airbnb

Marginal Direct Impact supported by Airbnb Guests in 2019 – Employment*

Direct impact on employment (jobs) for every 1,000 guests



*Excludes impacts from host earnings

Source: Tourism Economics; WTTC; Airbnb

The study also estimated the individual jobs supported based on number of guests and listings, finding the number of jobs supported per 1,000 Airbnb guests and per 100 Airbnb listings. The data shows that as cities reopen and Airbnb guests return, the amount of guests has a direct impact on jobs supported. For example, every 1,000 Airbnb guests who visited Nashville supported seven jobs in the city. On average, across the 30 communities studied all over the world, for every 1,000 Airbnb guests who visit, nine jobs were supported.

Supporting Jobs in Pandemic-Affected Industries

In a first look at how tourism activity on Airbnb supports different industry sectors, Oxford Economics studied the number of jobs supported by Airbnb guest spending in the restaurant, retail, transportation and entertainment sectors. Across the 30 destinations studied, Airbnb guests supported more than 100,000 restaurant industry jobs, nearly 95,000 retail jobs, nearly 50,000

transportation jobs, and more than 40,000 entertainment jobs in 2019.

This type of support will be all-important as communities look to help these hard-hit industries recover. Illustrative of the significant impact the pandemic has had on tourism and travel GDP, the chart below shows reduction in GDP and jobs from each country with cities represented in this study:

Direct T&T Impact

	GDP (US\$bn, 2020 prices)				Employment (000s)			
	Level 2019	Level 2020	Abs change 2019-20	% change 2019-20	Level 2019	Level 2020	Abs change 2019-20	% change 2019-20
France	106	52	-54	-51%	1,316	1,177	-138	-11%
Italy	119	57	-63	-53%	1,733	1,519	-215	-12%
Austria	29	16	-14	-47%	308	272	-36	-12%
Germany	142	73	-69	-48%	3,164	2,874	-290	-9%
Spain	83	28	-55	-66%	1,031	830	-202	-20%
Portugal	18	7	-10	-58%	472	379	-92	-20%
Ireland	7	2	-5	-75%	62	54	-8	-14%
Czech Republic	7	4	-3	-44%	239	206	-33	-14%
Hungary	4	2	-3	-60%	203	170	-33	-16%
Japan	127	76	-51	-40%	1,914	1,744	-171	-9%
China	410	158	-252	-61%	28,683	22,799	-5,884	-21%
New Zealand	10	6	-4	-39%	186	169	-17	-9%
South Korea	22	11	-11	-51%	348	310	-38	-11%
Philippines	51	30	-22	-42%	5,784	4,509	-1,274	-22%
Mexico	93	48	-45	-48%	3,424	2,843	-582	-17%
Colombia	6	2	-3	-63%	508	334	-175	-34%
Costa Rica	3	1	-2	-60%	89	59	-30	-33%
Brazil	37	24	-13	-36%	2,146	1,648	-498	-23%
Canada	35	15	-20	-57%	806	600	-206	-26%
United States	623	356	-267	-43%	6,084	4,037	-2,047	-34%

Airbnb Hosts Welcome Guests, Support Communities

Portland, Oregon-based Airbnb Host Alan Colley understands the role Hosts play in connecting guests to local small businesses. In partnership with other Host leaders, they launched Host2Host, an organization that takes a proactive approach to helping Hosts connect their guests to small businesses in and around Portland.

“We understand that home sharing benefits more than just the Hosts who open up their homes. When guests stay on Airbnb they also get to experience the restaurants, shops, and merchants

that make our communities unique,” Alan explains.

Host2Host has organized small business walks in neighborhoods like the Alberta Arts District, known for its vibrant, street art-filled avenue. Alan is also committed to introducing people to the small businesses in his community of Canyonville, in Southern Oregon, where he and his husband host a home. One of his favorite small businesses to recommend to guests is Oregon Sunshine Espresso, a coffee shop that also sells local honey and other handmade goods.

“A lot of small businesses are struggling right now and I’m proud Hosts on Airbnb are doing their part to support them through these difficult times,” says Alan.

Airbnb Hosts like Alan make positive economic impact possible. Hosts come from all walks of life and live in over 100,000 communities around the world. More than half of Airbnb hosts are women, over 20 percent of employed hosts are teachers or health care workers and fifteen percent of employed hosts work in hospitality or food services.





Hosts have also been hit hard by the pandemic. In a recent survey, one third of Hosts said they or someone in their household had experienced pandemic-related pay cuts, and 14 percent of Hosts said they or someone in their household had experienced a pandemic-related layoff or job loss.

Fortunately, hosting has offered an important economic lifeline for many during the pandemic.

- 43 percent of Airbnb Hosts looked to Airbnb economics as an additional source of income needed to stay in their houses.

- 46 percent used some of the income money for additional monthly spending money.
- 54 percent of Airbnb Hosts used the money they earned to improve their home, reinvesting in their hosting work, and over 15% used it to save for retirement.

New Hosts join Airbnb every day, including during the pandemic. Hosts who welcomed their first guests during the pandemic and have only one listing have earned more than \$1.2 billion on Airbnb in the last year and the average new Host with only one listing made more than \$8,000 last year.

Moving Forward: Supporting Cities

Airbnb can be an essential partner for cities by helping create jobs and disperse the benefits of tourism to more neighborhoods, and we have long worked to help promote sustainable travel and economic growth.

In June 2020, Airbnb launched an initiative to expand our work with destination marketing organizations, governments and nonprofits to support local economic recovery. To date, we have forged over 100 partnerships and collaborations spanning more than two dozen countries, including recent campaigns with the Scottish Tourism Alliance and Travel Portland.

Airbnb also remains the only home sharing platform to consistently partner with cities to create fair and effective short-term rental regulations, working with cities across the globe to ensure Airbnb Hosts and local communities have clear rules that benefit all stakeholders. This work includes the creation of a product for cities to aid in this effort. In September 2020, Airbnb introduced our City Portal, a first-of-its-kind solution that provides governments and tourism organizations with tools, insights and access to the Airbnb community. Our partners include cities from San Francisco to Toronto to

Amsterdam. City Portal launched with 18 pilot partners and has since grown to almost 40. This report will be available within City Portal for our partners as another resource to help plan for their jurisdiction's post-pandemic recovery.

Airbnb has also worked to ensure the communities we operate in are able to efficiently collect tax revenue from Airbnb activity. Airbnb has delivered more than \$2.6 billion in tourism-related taxes to local governments on behalf of our global host community over the past seven years. We formed our first voluntary collection agreements in 2014 and we now are collecting and remitting taxes in more than 650 jurisdictions around the world, covering thousands of cities, and the number continues to grow.

As communities plan for their post-pandemic futures, travel and tourism can play a critical role in their economic recovery. The hosted travel that Airbnb makes possible offers tremendous potential economic benefits to small businesses and communities and we look forward to continuing to partner with communities in the months and years ahead.

Methodology

All data in this report related to the economic impact of Airbnb guest daytime spending is drawn from a 2021 study prepared for Airbnb by Oxford Economics.

The Oxford Economics analysis is based on two key components: estimated daytime spending by Airbnb guests and local relationships between tourism and economic activity.

Total estimated daytime spending by Airbnb guests is calculated using average daily spending by Airbnb guests based on surveys of guests on their spending habits and cross-checked against typical spend by destination, the average length of stay of Airbnb guests, and the total number of Airbnb guests. Total spending by Airbnb guests is estimated across various categories (food & beverage, local transport, retail, recreation and other).

The second key component, the relationship between wider tourism and economic activity in each location, reflects the contribution of all visitors to employment and GDP. This is estimated to be consistent with detailed Tourism Satellite Accounts and economic impact studies for countries and cities that have been carried out by Oxford Economics or published by destination organizations. Calculation is also consistent with the annual economic impact research and city impact research carried out by Oxford Economics on behalf of WTTC, and consistent with country national accounts and other official statistics. Notable calculations included estimation of the GDP contribution from tourism spending, taking into account all sector and destination specific linkages and leakages; as well as estimation of tourism sector productivity in terms of output per employee. The relationships between tourism spending and key indicators of economic activity (GDP and employment) in each city have been applied to total Airbnb guest spending, reweighted to account for different spending patterns and sectoral effects.

